**Steering Committee Meeting**

**July 8, 2011**

**In attendance: Nat, Dan, Steve, Susan, Erin, Dana, Quentin, Shannon, Jonathan, Matthew**

Steve, Nat, and Jonathan gave an update on the morning meeting with the Local Community Group focused on the November week celebrations.

Charlie Hamm suggested that *The Day* run an article once a week for the next three years titled, “Hero of *The Day”* which would highlight regional, historical, and living heroes connected to the Charles W. Morgan. In addition Charlie suggested that *The Day* run an ongoing monthly column that would focus on the “Spirit of American Enterprise” in businesses and organizations in the area.

Charlie also suggested that local bank branches create a Charles W. Morgan savings account where one dollar from people’s transactions would go toward the CWM’s restoration. Charlie will be working on this.

Susan gave an update on the “Innovation and Place Making” meeting at the Connecticut Commission for Culture and Tourism in Hartford. A roundtable was convened to discuss creating a brand for the state that will be compelling to tourism and business. The group is working to create an overarching narrative that can drive the branding of Connecticut as a place of innovation and to serve as the foundation for a future vision that propels us to a position of leadership in the next economy. The group is conceptually thinking of branding in a way that focuses on Connecticut’s science, industry, and exploration. The “Spirit of American Enterprise” will fit in nicely with this idea. **Steve mentioned that he would like to set up another meeting with Kip Bergstrom to discuss the “Year of the Morgan” proposal.**

The group continued to discuss the November week events.

Nat mentioned that there is a firm demarcation line between what MS is doing and what the local group is doing. MS is concerned with the events on Saturday only.

Mary Anne is in contact with Bill Peterson to ask if he would do a presentation at the Arts Society on Mystic and the CWM.

Jonathan mentioned that it might be very beneficial to culminate “Sights and Frights” with fireworks.

Susan mentioned that it may be better to have the fireworks on Saturday night as it will attract a larger crowd beyond locals.

The fireworks will be on a 20x30 barge. Firework safety is being handled by the Asst. Chief of the Fire Department, Tony.

**Bridge construction specifics are still being worked out. MS needs permission to use the dock. Unsure if Sabino and Necessity will be operating during the November week.**

The Local Community Group will receive a tour of the CWM on July 22 from 8:15 to 9:15. Refreshments and meeting will follow in the galley annex. Matthew, Quentin or Dana will be giving the tour. **The Shipyard CWM update address on Friday morning will need to be canceled. Steve suggested that the final flyer, the staff bulletin, and the Moby-Dick twitter news are all distributed to the Local Community group.**

The group discussed product development for the November week briefly. The idea of watch caps and China/ Cameo Wedgewood was raised in addition to baseball hats, t-shirts, window hangs, bumper stickers and lighted prisms. **Nat will be with Mary Anne directly to discuss future product development.**

**Steven mentioned that the local community group needs a folder with materials on the CWM. Suggestion that Matthew’s article should be reprinted and included. Steve also suggested that the CWM donor video is shown after the tour on the 22nd.**

Jonathan gave an update on the CWM Birthday celebration which is being organized by Marelda and Jen Emerson for July 21st. At 3PM there will be a parade starting at the VRC and traveling to the shipyard which will include music, shanty men, and role players. Afterward Nat, Matthew and Steve will present a wreath. All in attendance will sign an oversized birthday card and enjoy cake. **There will be a donor event from 4PM to 5PM. The location of the event needs to be worked out- perhaps the new MS tent as the museum is hesitant to close any area after the excitement has been built.** There will be sandwich boards with factoids and information about the CWM birthday celebration around the museum. Dog watch will still happen at 4PM which will help to keep the excitement and participatory aspects. **Jonathan and Steve suggested panels were created for night fundraising events. Matthew to think about what should be on panels.**

**Staff bulletin, flyers, and twitter overview should be distributed at donor fundraiser.**

**Susan and Steve also mentioned that it might be fun for the Shanty men to create a Birthday song for the CWM with a verse that the public can join in on.**

Erin and Susan gave an update on the online component being added to the Moby-Dick Marathon on July 31st to August 1, 2011. For 2011, Mystic Seaport decided to expand the reach of the experience and will live-tweet the entire Marathon at **@MbyDickMarathon**. The account will feature a live Ustream video feed of the event, general information, and highlights of the proceedings, as well as contests and polls that relate to chapters in “Moby-Dick.”

Museum staff will also tweet on three other Twitter accounts that will be visible on the main account page:

* **@MS\_PopCulture** will tweet links to images in the Mystic Seaport collections, images of relevant parts of the *Morgan* whaleship, and explanations of 19th century vocabulary in the novel.
* **@MS\_Collections** will tweet links to images, video clips, stories, songs, and other “Moby-Dick” references in pop culture.
* **@MSeaportScience** will tweet science-related information, videos, and images regarding whales, oceanography, and weather as they appear in the novel.
* The hashtag for the event is **#MDM2011**